

Rep Order# 8879243 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37555

Printed: 10/24/2012 7:01 AM
Last Received: 10/24/2012 6:08 AM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () DCCC / HORSFORD
Product Horsford/DCCC
Estimate# 2011
Buyer Jesse Demastrie
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 143/149/2011
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL DOES NOT MATCH PAPERWORK
PLEASE ADVISE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TH	500A-600A	8 NEWS NOW	:30	\$225.00	10/15-10/18	2	1	2	\$450.00	
	2	M-TH	600A-700A	8 NEWS NOW	:30	\$275.00	10/15-10/18	2	1	2	\$550.00	
	3	M-TH	700A-900A	CBS THIS MORNING	:30	\$200.00	10/15-10/18	3	1	3	\$600.00	
	4	SU	630A-800A	CBS NEWS SUNDAY MORNING	:30	\$350.00	10/14-10/14	0	0	0	\$0.00	
	5	SU	830A-900A	FACE THE NATION	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
	6	F,M-TH	900A-1000A	LIVE! WITH KELLY	:30	\$300.00	10/12-10/18	2	1	2	\$600.00	
	7	F,M-TH	1000A-1100A	PRICE IS RIGHT	:30	\$450.00	10/12-10/18	0	0	0	\$0.00	
	8	F	1100A-1200P	YOUNG & RESTLESS	:30	\$550.00	10/12-10/12	1	1	1	\$550.00	
	9	F,M-TH	1200P-1230P	8 NEWS NOW AT NOON	:30	\$325.00	10/12-10/18	2	1	2	\$650.00	

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Product	Horsford/DCCC
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Buyer	Jesse Demastrie
Phone#	
Fax#	

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Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

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	*23	SA	1000P-1100P	48 HOURS MYSTERY	:30	\$650.00	10/13-10/13	0	0	0	\$0.00	
		Sales Remark: V5 .										
		V5 Comment Changed, Spots/week Changed										
	24	SU	700P-800P	60 MINUTES	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
	25	F,M-TH	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,100.00	10/12-10/18	3	1	3	\$6,300.00	
	26	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,225.00	10/13-10/14	1	1	1	\$1,225.00	
	27	F,M-TH	1135P-1237A	LATE SHOW W. LETTERMAN	:30	\$275.00	10/12-10/18	0	0	0	\$0.00	
	28	F,M-TH	1237A-137A	LATE LATE SHOW	:30	\$125.00	10/12-10/18	3	1	3	\$375.00	
	29	SA	500P-800P	CBS COLLEGE FOOTBALL	:30	\$2,619.00	10/13-10/13	0	0	0	\$0.00	
	30	SU	1000A-115P	CBS NFL FOOTBALL-EARLY GAME	:30	\$1,050.00	10/14-10/14	0	0	0	\$0.00	
	31	SU	115P-430P	CBS NFL FOOTBALL-LATE GAME	:30	\$1,050.00	10/14-10/14	0	0	0	\$0.00	
	32	SA	1200P-400P		:30	\$1,050.00	10/13-10/13	2	1	2	\$2,100.00	
		Buyline Comment: NCAA FOOTBALL										
	33	SA	800P-1000P		:30	\$500.00	10/13-10/13	2	1	2	\$1,000.00	
		Buyline Comment: PRIME MOVIE										

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	34	SA	500P-700P		:30	\$225.00	10/13-10/13	2	1	2	\$450.00	
				Buyline Comment: NEWS								
	35	SU	800A-830A		:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
				Buyline Comment: NEWS								
	36	SU	400P-500P		:30	\$615.00	10/14-10/14	1	1	1	\$615.00	
				Buyline Comment: ELECTRIC PLAYGROUND								
	*37	TU-TH	430P-500P		:30	\$1,575.00	10/16-10/18	2	1	2	\$3,150.00	
				Buyline Comment: NEWS								
				V5 Added								
	*38	TU-TH	500P-630P		:30	\$1,750.00	10/16-10/18	1	1	1	\$1,750.00	
				Buyline Comment: NEWS								
				V5 Added								
	*39	TU-TH	400A-459A		:30	\$50.00	10/16-10/18	1	1	1	\$50.00	
				Buyline Comment: NEWS								
				V5 Added								

---REPORT TOTALS---

Report Totals: 51 / \$48,540.00

---SALES MONTHLY TOTALS---

Oct 12: 51 / \$48,540.00

Sales Totals: 51 / \$48,540.00

Station Totals: 51 / \$48,540.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$161,800	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
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